



CONGRESSMAN
GEORGE HOLDING
REPRESENTING NORTH CAROLINA'S 2ND DISTRICT

IMMEDIATE RELEASE

July 8, 2020

Rep. Holding's Statement on FDA's Marketing Authorization of IQOS

WASHINGTON - Congressman George Holding (NC-02) released the following statement regarding the announcement from the U.S. Food and Drug Administration authorizing the marketing of Philip Morris Products S.A.'s "IQOS Tobacco Heating System" as a modified risk tobacco product.

"IQOS, PMI's heated tobacco system, is the first novel tobacco product to receive an exposure modification order from the U.S. Food and Drug Administration. This is a significant development especially for adult smokers looking for less harmful products. The 2009 Tobacco Control Act granted FDA the authority to regulate tobacco products and develop a pathway for products like IQOS to be sold in the United States.

"This is also a significant development for tobacco growers in North Carolina. Novel and emerging nicotine containing products are dramatically changing the landscape for tobacco growers. But products like IQOS, which utilizes actual tobacco leaf, help to support tobacco growers in North Carolina, their families and farm communities."

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